

MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC# **369-2016**

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: September 1, 2016

SUBJECT: **ILLEGAL SHORT-TERM RENTALS PUBLIC SERVICE ANNOUNCEMENT**

The purpose of this Letter to Commission is to provide an update on the Illegal Short-Term Rental public service announcement created by the Communications Department.

At the April 13, 2016 Commission meeting, the Mayor and City Commission discussed an action plan related to combatting illegal short-term rentals. The matter was referred to the Neighborhood/Community Affairs Committee for further discussion. At its meeting on April 15, 2016, the Neighborhood/Community Affairs Committee voted by acclamation to permit the Communications Department to create a public service announcement conveying the city's position with regard to illegal short-term rentals through direct contact with realtors and social media.

Illegal transient rentals (short-term) of residential properties throughout the City creates excessive vehicular noise and traffic, and causes adverse impacts on surrounding residences, negatively impacting the quality of life in those residential neighborhoods.

To that end, the Communications Department created a public service campaign designed to educate the public on the illegality of short-term rentals in unsanctioned neighborhoods and the penalties to be incurred.

Anchored with the hashtag #PracticeSafeRenting, the campaign focuses on three primary targets: (1) the property owners and/or brokers; (2) the renters; and finally, (3) the neighborhood residents. Although the overarching communication warns of illegal short-term rentals, each target has its own tailored message:

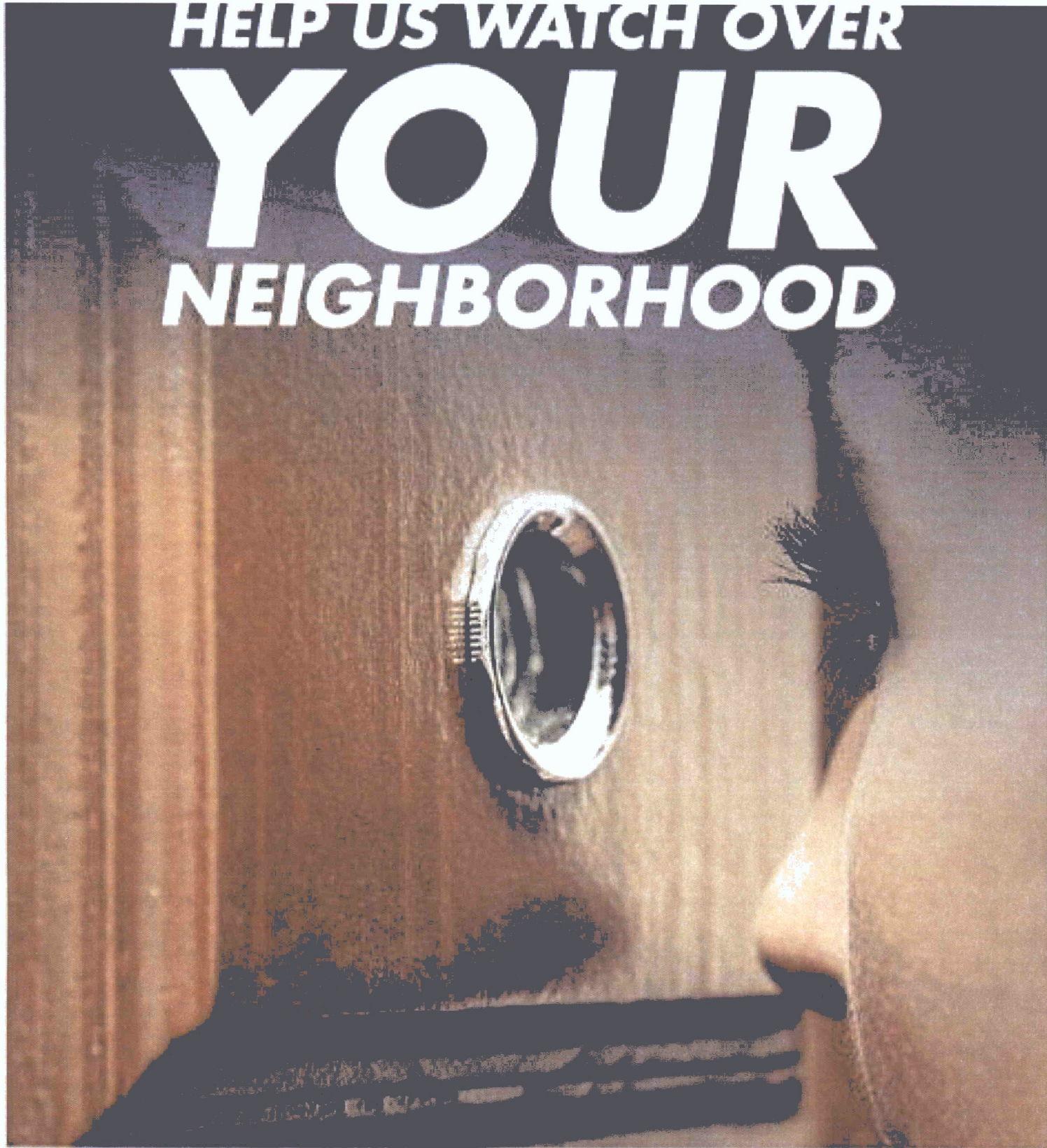
1. Owners/Brokers – Renting or advertising a property for illegal short-term rental is subject to a \$20,000 fine for the first offence. Fines double and triple for subsequent violations.
2. Renters – Booking an illegal short-term rental can result in an immediate vacation of the premises.
3. Neighborhood Residents – Help us watch over your neighborhood. Report illegal short-term rentals to 305.604.CITY.

Each ad includes a definition of short-term rental, the ordinance numbers and www.practicesaferenting.com. Maintained by Code Compliance this page will offer users additional information as well as a short-term rental neighborhood map.

The public service campaign will be promoted through our traditional media channels locally, nationally and internationally. Media will include print, out-of-home, social media and online advertising including travel booking websites.

JLM/DM/PTD/JS

HELP US WATCH OVER **YOUR** NEIGHBORHOOD



Report illegal short-term rentals* to **305.604.CITY**

*Short-Term Rentals (Less than six months and one day) are illegal in certain Miami Beach neighborhoods.

For more information and a short-term rental map please visit www.PracticeSafeRenting.com

Ordinance numbers: 142-109, 142-905, 142-1111

Book Smart



Booking an illegal short-term rental* can result in an immediate vacating of the premises.

*Short-Term Rentals (less than six months and one day) are illegal in certain Miami Beach neighborhoods.

For more information and a short-term rental map please visit www.PracticeSafeRenting.com

Ordinance numbers: 142-109, 142-905, 142-1111

Avoid an Eviction Hangover



Booking an illegal short-term rental* can result
in an immediate vacating of the premises.

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vacation (v)

1. To terminate a vacation early due to booking an illegal short-term rental causing extreme discomfort, financial duress and a **buzz-kill**.



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Ordinance numbers: 142-109, 142-905, 142-1111

AVOID THE WALK OF SHAME



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in an immediate vacating of the premises.

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SHORT-TERM RENTALS ARE ILLEGAL*



VIOLATION! \$20,000

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